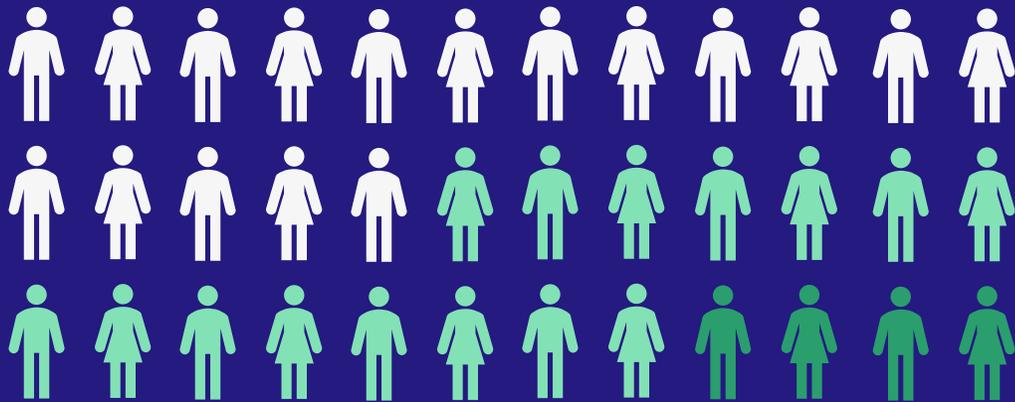


The long, uncertain runway of GLP-1s

Some studies note that more than half of the U.S. population meets the FDA's criteria for GLP-1 use. Such mass adoption would not only magnify the scale of disruption, but create a huge diversity of consumer segments, needs and opportunities to solve for.

GLP-1 usage in the U.S.



Source:

Synthesis of the following data:

- *U.S. Adult Population Grew Faster Than Nation's Total Population From 2010 to 2020*, US Census Bureau, August 2021
- *More Than Half of U.S. Adults Could Benefit from GLP-1 Medications, Researchers Find*, Beth Israel Deaconess Medical Center, November 2024
- *Poll: 1 in 8 Adults Say They Are Currently Taking a GLP-1 Drug for Weight Loss, Diabetes or Another Condition, Even as Half Say the Drugs Are Difficult to Afford*, KFF, November 2025

No matter what the future holds, food and beverage companies are facing an uncomfortable question:

What happens to the food industry when consumers can finally curb their cravings?